



Massachusetts Downtown Initiative

Department of Housing & Community Development, 100 Cambridge Street, Boston, MA 02114

Downtown Workshops: June 2004

This June, the **Massachusetts Downtown Initiative** will kick off an important series of hands-on downtown workshops highlighting downtown revitalization strategies that can be effective in communities across the Commonwealth.

WORKSHOP DATES AND PLACES

JUNE 15, 2004	BURYING UTILITIES WORKSHOPS
JUNE 16, 2004	DOWNTOWN HOUSING
JUNE 22, 2004	BUSINESS IMPROVEMENT DISTRICTS 101 & THE HYANNIS BID STORY
JUNE 23, 2004	THE ECONOMICS OF DOWNTOWN
JUNE 24, 2004	BUSINESS RETENTION & RECRUITMENT & AN INTRODUCTION TO THE CONCEPT OF "BRANDING" YOUR COMMUNITY
JUNE 23 & 24, 2004	DESIGNING A QUALITY DOWNTOWN

June 15 & 16 Workshops: These are informational sessions, enrollment is open but seating is limited. Please fill out a registration form to reserve a space.

June 22, 23, & 24 Workshops:

Class size is limited to ensure an interactive and hands-on atmosphere. We request at least 2 –3 members of the community participate. We also ask that if you reserve space at the workshop you make every effort to attend.

There is no fee for these workshops. If you are interested in participating in one or more of these workshops please download the registration form and informational memo at our website www.mass.gov/dhcd (look at the listing NEW). The deadline to submit your registration is 4:00 PM, May 25, 2004.

WORKSHOP DESCRIPTIONS ®



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WORKSHOP CONTENT:

BURYING YOUR UTILITIES: June 15, 2004, 9-12 pm

Presentations will include communities that have buried utilities: the planning and implementation process, a community that studied the concept and decided not to go forward, and ideas for alternatives to burying utilities. There will also be representatives from several utilities to outline what communities should consider when proposing this type of project.

DOWNTOWN HOUSING: June 16, 2004, 9-12 pm

Making downtown housing work. Presenters will describe the process they went through to create successful mixed use, affordable and market rate housing. Information will include financing strategies and zoning techniques.

BUSINESS IMPROVEMENT DISTRICTS 101 & THE HYANNIS BID STORY : June 22, 2004, 9-12 pm

This workshop will walk through the definition of a BID in Massachusetts and the steps that need to be taken to implement a BID. Using the information that you bring we will also analyze if your community should be considering a BID. We will also look at a case study of how Hyannis implemented their BID, lessons learned and the success they are having. **Once your attendance is confirmed, DHCD staff will contact the point person to explain in advance the information that will be needed for this session.**

UNDERSTANDING THE ECONOMICS OF DOWNTOWN: June 23, 2004, 8:30 – 3:30 pm

This session is designed to help participants understand the business aspects of their downtown. Margaret Barringer, a professional in downtown development, will present evaluation techniques that will be used to determine how the downtown is functioning as a commercial center and to assess the market environment in which it functions. Topics include: Analyzing the commercial mix; identifying linkages and patterns and determining what markets the downtown serves. Techniques for understanding what customers want and identifying business opportunities and reviewing business tools used in revitalization programs, will also be presented. **Once your attendance is confirmed, DHCD staff will contact the point person to explain advance preparation.**

BUSINESS RETENTION & RECRUITMENT: JUNE 24, 2004, 8:30 – 3:30

Increasingly, communities are looking at ways to help existing downtown businesses grow as well as recruit desirable new retail and commerce into their urban core. Margaret Barringer, a professional in downtown development, will present a hands-on workshop dealing with the nuts and bolts of how to assist existing businesses and attract desirable new business into your downtown. This session will also include a presentation on "Branding Your Community" and how that process might assist your recruitment/retention effort. **Once your attendance is confirmed, DHCD staff will contact the point person to explain advance preparation.**

DESIGNING A QUALITY DOWNTOWN : June 23 or June 24, 2004, 8:30 – 3:30 pm

This workshop, conducted by architect Steven Cecil, focuses on the process of identifying creative design solutions to downtown design challenges. Past issues that have been addressed include: pedestrian-friendly streetscapes, signage, traffic and circulation, façade renovations, parks & greenspace, vacant lot infill, transit stations. **Once your attendance is confirmed, a representative from the Cecil Group will call to arrange a site visit between June 1-18 to photograph site(s) to be discussed.**

Call Emmy Hahn, Coordinator of MDI, at 617.573.1364 if you have any questions.